



### Position Description

<b>Position Title:</b> Internal Communication Lead	<b>Classification:</b> Bond Level 6
<b>Faculty/School/Office:</b> Office of Future Students	<b>Date Position Classified/Updated:</b> June 2026

#### Purpose of the Position:

The Brand and Marketing team at Bond University leads the strategy and delivery of the University's brand, reputation and communications to support institutional priorities and growth.

The Internal Communications Lead is a 12-month project role established to drive the transformation of internal student communications at Bond and lay the foundations for a sustainable, long-term communications model. Reporting to the Director, Brand & Marketing, this role is responsible for designing and delivering a clear, scalable communications framework that enhances the experience of current students.

Focusing on the initial delivery phase of a major uplift program, the role will translate strategic recommendations into practical frameworks, systems, governance and delivery models that can be embedded across the University. With a strong focus on customer centricity, the role will enable a connected, lifecycle-based communication experience across key current student journeys, improving clarity, consistency and engagement across all touchpoints.

Operating within a complex university environment, the Internal Communications Lead will build strong stakeholder alignment, guide the organisation through transition, and partner across Marketing, ITS and key current student support portfolios to implement enduring improvements. The role will establish the systems, standards and capabilities required to support an ongoing, cohesive and effective communication ecosystem beyond the life of the project.

#### Reporting Relationship:

This position reports to Director, Brand & Marketing:



**Selection Criteria:**

- A university degree in communications, marketing or a related field.
- Demonstrated experience developing and implementing internal communications strategies and frameworks.
- Proven ability to translate high-level strategic recommendations into clear, actionable plans and measurable outcomes.
- Demonstrated ability to influence, engage and build strong relationships with stakeholders at all levels, including senior leadership.
- High level of digital fluency, with experience working across web and communication platforms, and in partnership with technical teams.
- Demonstrated experience delivering multi-channel communication strategies to achieve impact and engagement.
- Strong understanding of governance requirements including privacy, compliance, accessibility and brand integrity.
- Highly collaborative, proactive and confident in taking ownership and driving outcomes in a high-volume, complex environment.

**Desirable Criteria:**

- Experience within the higher education sector
- Familiarity with content management systems (CMS), marketing automation and internal communication tools.

Competency	Responsibility
<b>Strategic Internal Communications</b>	<ul style="list-style-type: none"> <li>• Lead the implementation of the student communications strategy supporting a consistent and coordinated approach across the student lifecycle</li> <li>• Translate strategies into clear roadmaps, messaging frameworks, communication plans and delivery approaches</li> <li>• Establish and embed communication standards, governance and best practice across the University</li> <li>• Act as a trusted advisor to senior leaders on internal communications strategy, including complex and high-impact initiatives</li> </ul>
<b>Customer centric communication design</b>	<ul style="list-style-type: none"> <li>• Support the design of communication approaches aligned to key student journeys, improving experience across critical lifecycle stages</li> <li>• Identify gaps, duplication and pain points in current communications and implement improvements that reduce communication fatigue</li> <li>• Support the development of segmented and targeted communication approaches to improve relevance and engagement</li> <li>• Champion a student-first and audience-led approach to communication design</li> </ul>
<b>Transformation and Change Delivery</b>	<ul style="list-style-type: none"> <li>• Manage the transition of stakeholders to new communication frameworks, systems and approaches</li> <li>• Deliver communication strategies that support organisational change, ensuring clarity, engagement and adoption</li> <li>• Foster a culture of effective, student-centric communication across the organisation</li> <li>• Build internal capability by guiding stakeholders in best practice communication</li> </ul>
<b>Stakeholder Engagement</b>	<ul style="list-style-type: none"> <li>• Build strong, collaborative relationships across faculties, portfolios and professional teams</li> <li>• Provide expert advice and guidance to stakeholders on internal communications planning, execution and best practice</li> <li>• Work closely with portfolios to leverage subject matter expertise and support improvements to the current student experience</li> </ul>

<b>Systems and Digital Enablement</b>	<ul style="list-style-type: none"> <li>• Define requirements and partner with ITS to improve and integrate the communications technology landscape (including web, CRM, email and event systems) to enable more targeted, effective and measurable communications</li> <li>• Lead the implementation and adoption of systems that enable more effective communication delivery and measurement</li> <li>• Oversee and optimise the use of internal communication channels</li> <li>• Leverage the University's event system to improve planning, coordination and delivery of event communications to students</li> <li>• Work with the social media team and stakeholders to consolidate and improve how social channels are used to communicate with students</li> </ul>
<b>Content Governance and Quality</b>	<ul style="list-style-type: none"> <li>• Collaborate with Brand and Marketing specialists to improve the overall quality, consistency and engagement of internal communications</li> <li>• Ensure communications align with Bond's brand position, tone of voice and editorial standards</li> <li>• Lead the development of clear, engaging and accessible content that meets the needs of diverse audiences</li> <li>• Ensure all internal communications adhere to privacy, compliance and accessibility standards</li> <li>• Establish clear purpose, governance and standards for communication channels to improve effectiveness</li> </ul>
<b>Measurement and insights</b>	<ul style="list-style-type: none"> <li>• Define and track communication performance metrics including engagement, reach, clarity and behavioural impact</li> <li>• Establish reporting frameworks and dashboards to share performance insights</li> <li>• Use insights and feedback to continuously improve communication effectiveness</li> </ul>
<b>Quality Assurance and Continuous Improvement</b>	<ul style="list-style-type: none"> <li>• Demonstrate an understanding of, and contributes to, quality assurance and continuous improvement activities relevant to the role.</li> <li>• Perform duties in alignment with the Bond University Strategic Plan, University policies, and established quality assurance and review processes.</li> </ul>
<b>Cultural Safety, Inclusion and Respect</b>	<ul style="list-style-type: none"> <li>• Demonstrate respect for diversity and contributes to a culturally safe, inclusive and discrimination free workplace.</li> <li>• Engage respectfully with staff, students and stakeholders from diverse cultural, linguistic and social backgrounds, including Aboriginal and Torres Strait Islander peoples.</li> <li>• Comply with University policies and applicable anti discrimination and workplace behaviour legislation.</li> <li>• Participate in relevant training or development activities that support cultural safety and inclusive practice.</li> </ul>
<b>Work Health and Safety Responsibilities</b>	<ul style="list-style-type: none"> <li>• Take reasonable care for own health and safety and that of others, in accordance with the Work Health and Safety Act 2011 (Qld).</li> <li>• Comply with University WHS policies, procedures and instructions, including those relating to psychosocial health and safety.</li> <li>• Promptly report hazards, incidents and risks to their manager or through established reporting mechanisms.</li> <li>• Where the role has supervisory or managerial responsibilities, ensure risks are assessed, appropriate controls are implemented, and workers are consulted in accordance with WHS legislation.</li> <li>• Complete mandatory and assigned WHS training.</li> <li>• Comply with return-to-work program requirements following injury/illness.</li> </ul>

Note – the successful applicant will be required to produce a certified copy of their highest qualification received prior to commencement of duty.

It is not the intent of this position description to limit the scope of this position in any way but to give an overview of this role at Bond University. You may at times be required to work at other tasks and areas as directed by the Management.